



WDIV

ORDER

Print Date 10/05/12 Page 1 of 2

Flight Dates 10/08/12-10/14/12

<u>Contract / Revision</u>	<u>261337</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			STABENOW FOR SENATE	<u>Estimate #</u>	12256
	10/05/12	10/05/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06364666
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	POL/Stabenow/Senate/D/MI			<u>Order Type</u>	GENERAL
			11350 Random Hills Rd Suite 670 Fairfax, VA 22030	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Media Strategies & Research			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A35+
			<u>Sales Office</u> PHI	<u>Rev Codes</u>	AGY POL CAND
11350 Random Hills Rd Suite 670 Fairfax, VA 22030			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL-Senate-Democrat
			<u>Agency Ref</u>	<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 20900

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	15	\$17,765.00	\$20,900.00	0.00	10/01/12	10/13/12	15	\$17,765.00	\$20,900.00
Totals	15	\$17,765.00	\$20,900.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
E 1	WDIV	10/09/12	10/12/12	6-7am Local 4 News M-F CM	6A-630A		- 11- 1--	:30	3	\$1,100.00	P-2	0.00	NM		3	\$3,300.00
Local 4 News Today @ 6/ (6:00 AM-6:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	- 11- 1--		3	\$1,100.00			0.00						
E 2	WDIV	10/11/12	10/11/12	6-7am Local 4 News M-F CM	630A-7A		--- 1 ---	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
Local 4 News Today @ 6/ (6:30 AM-7:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--- 1 ---		1	\$1,200.00			0.00						
E 3	WDIV	10/13/12	10/13/12	Sat Today 8-10am CM	Sat 8-9am Today		--- 1 -	:30	1	\$950.00	P-2	0.00	NM		1	\$950.00
Sat 8-10am Today (8:00 AM-9:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--- 1 -		1	\$950.00			0.00						
E 4	WDIV	10/09/12	10/09/12	M-F 430-5P Inside Edition CM	430p-5p		- 1 -----	:30	1	\$800.00	P-2	0.00	NM		1	\$800.00
Inside Edition M-F 430-5p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	- 1 -----		1	\$800.00			0.00						
E 5	WDIV	10/08/12	10/11/12	CM	4p-430pm		1 - 1 ---	:30	2	\$850.00	P-2	0.00	NM		2	\$1,700.00



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Flight Dates 10/08/12-10/14/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser POL/Stabenow/Senate/D/M Product STABENOW FOR SENATE Estimate # 12256

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>															
														Spots	Amount														
<u>M-F Local News @ 4pm</u>																													
<u>M-F Local News @ 4pm</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	1- - 1 - -		2		\$850.00																							
E 6	WDIV	10/12/12	10/12/12	5-6pm Local 4 News M-F CM		5P-530P		-----1--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00													
<u>M-F Local 4 News 5-6pm</u>																													
<u>(5:00 PM-5:30 PM)</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	--- 1 - -		1		\$1,300.00																							
E 7	WDIV	10/08/12	10/11/12	5-6pm Local 4 News M-F CM		530P-6P		11- 1 - -	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00													
<u>M-F Local 4 News 5-6pm</u>																													
<u>(5:30 PM-6:00 PM)</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	11- 1 - -		3		\$1,350.00																							
E 8	WDIV	10/12/12	10/12/12	M-F Access 7-730P Wh CM		7P-730P		-----1--	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00													
<u>M-F Wheel of Fortune</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	--- 1 - -		1		\$2,300.00																							
E 9	WDIV	10/10/12	10/10/12	Jeopardy 730-8p M-F CM		730P-8P		-- 1 - - -	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00													
<u>M-F Jeopardy</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	-- 1 - - -		1		\$2,300.00																							
E 10	WDIV	10/10/12	10/10/12	Wednesday 10-11p CM		10-11PM		-- 1 - - -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00													
<u>Chicago Fire</u>																													
Start Date	End Date	Weekdays		Spots/Week		Rate																							
Week: 10/08/12	10/14/12	-- 1 - - -		1		\$3,000.00																							
															Totals	15 \$20,900.00													